

Mill Roseman for Philip Morris USA 3/15/83
Draft of letter re Waxman bill -- 2: from general executive

Dear _____:

The 98th Congress is being asked to consider, and devote precious time and attention to, a legislative proposal which failed, for excellent reasons, to find support in the 97th. H.R. 1824, introduced by Representative Waxman, merely restates already-dismissed concepts which richly deserved that dismissal. It is costly, burdensome, inequitable and contrary to the letter and the spirit of the American democratic system.

In addition to singling out a major American industry for regulation and attack not levelled against any other legitimate enterprise, this legislation proceeds under false assumptions, and proposes measures already proven to be ineffective.

Under the mask of an effort to educate the American public to the alleged dangers of cigarette smoking -- matters on which medical and scientific authorities disagree -- it would create a vast and costly ~~bureaucracy~~ ^{bureaucracy} whose sole purpose would be to prevent American consumers from exercising their democratic and constitutional right of free choice. Purporting to educate, it is really intended to legislate a new prohibition.

The alleged purpose of the proposed legislation is unwarranted. Repeated and authoritative studies have demonstrated conclusively that some 90 per cent of the population is fully aware of the purported health risks attributed to cigarette smoking. Therefore, in its stated purpose the bill is unnecessary and redundant.

The proposed measures have already been tried and found useless. Rotating warning labels on cigarette packaging and in advertising, which the legislation would enforce at an unheard-of level of governmental intrusion, have been required and then abandoned as ineffective in other countries.

In other words, H.R.1824 seeks to do something which does not need doing, and to do it in a way which will not work. It is unworthy of the time and concern of the Congress.

Respectfully yours,

(signature)

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